

JAN 1 1945

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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

 * NEW YEAR'S GREETINGS: *
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 * FASHION CALENDAR PRAYS *
 * THAT THE YEAR FORTY-FIVE *
 * WILL BRING PEACE ON EARTH! *
 * AND FOR THIS LET US STRIVE. *
 *
 * - THE EDITORS *
 *

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, DECEMBER 29, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published -	"DRESSMAKING FOR GOOD GROOMING"	McCALL CORPORATION	230 PARK AVENUE SALES PROMOTION DEPT.
	McCall's new Series, #4, includes proper pattern and fabric choices for different figures, color for personality, as well as new ideas for trimmings and accessories. Also, six 30-minute radio transcriptions. In an interview preceding the sewing lesson, the recordings present: John Robert Powers; Peggy Shannon of the Powers Agency; Dr. Martin Gumpert, author of "You Are Younger Than You Think"; Hildegard Fillmore, style and beauty editor of McCall's Magazine; Lucille Rivers, designer, dressmaker, and writer of McCall Sewing Corps; and Mrs. Rose Moore, winner of the National Sewing Contest. Publicity: Scott Cunningham, MU. 6-4600.		
Just Reopened -	MACY'S LITTLE THEATRE FOR CHILDREN	R.H. MACY & CO., INC.	TOY DEPARTMENT FIFTH FLOOR
	This theatre has half-size chairs, designed for children. A regular schedule of children's movies and cartoons at 11 A.M. and 2 P.M. and a live musical variety show daily at 4:15 P.M. Publicity: Sue Raices, CH. 4-2000.		
Friday Dec. 29 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW	SAKS 34TH STREET	DEBUTTEEN SHOP SECOND FLOOR
	Exciting new holiday fashions for teen-agers at this monthly meeting. Open to public. Publicity: Florence Epstein, LA. 4-7000.		
Friday Dec. 29- Jan. 15	EXHIBITION OF TEXTILE DESIGNS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Original fabric designs for 1945 by students of the Textile Design Dept. at Traphagen. Patterns range from bold, lush florals and unusual motifs to more classic designs. Admission free, 9 A.M. to 9 P.M. weekdays; Saturdays until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
Saturday Dec. 30- Jan. 1	THREE-DAY HOLIDAY FOR 24 N.Y. STORES	NRDGA, UPTOWN RETAIL GUILD, AND OTHERS	NEW YORK CITY
	The following NRDGA members will be closed on Sat., Dec. 30, to give employees a 3-day holiday over New Year's: B. Altman, James McCreery, Franklin Simon, Lord & Taylor, Stern Bros., and Saks-Fifth Ave. (member of Uptown Retail Guild). Other retailers to be closed are: Henri Bendel, Bergdorf Goodman, Best & Co., Bonwit Teller, Hattie Carnegie, De Pinna, Gunther's, Jaeckel, Jane Engel, Jay Thorpe, James McCutcheon, Mary Lewis, Milgrim, W.&J. Sloane, Stein & Blaine, Revillon Freres, Tailored Woman, Tiffany.		

WEEK BEGINNING MONDAY, JANUARY 1, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 1	DINNER DANCE & DEB'S NEW YEAR'S BALL Over 20 individual parties will be held for the various debutantes. Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL GRAND BALLROOM	PARK AVE. AT 50TH ST.
Jan. 1	NEW YEAR'S DAY (MONDAY)		
After Jan. 1	OPENING OF OPA'S MODEL STORE A model OPA Shop will be opened to educate small retailers on how to ticket garments and determine prices under regulations. The store will feature women's and children's apparel, as priced by retailers under MPR-330. Lower priced apparel will be featured, with OPA experts on hand to advise stores. Non-branded clothes will be shown. Contact, Daniel P. Wooley, CH. 4-7300.	OFFICE OF PRICE ADMINISTRATION	EMPIRE STATE BUILDING 350 FIFTH AVENUE
Jan. 2	NO LUNCHEON FASHION SHOW AT RITZ CARLTON HOTEL DURING HOLIDAY WEEK.		
Tuesday Jan. 2	"SUDDENLY IT'S SPRING AT ALTMAN'S" Altman's will greet 1945 with a gala array of Spring windows, dressed in a background of Navy blue and a galaxy of white flowers. Publicity: Mary Bradley, MU. 9-7000.	B. ALTMAN & CO. FIFTH AVE. & 34th ST.	WINDOWS
Tuesday Jan. 2- Jan. 26	SPRING SHOWING OF CALIFORNIA HATS A group of West Coast Milliners will show their Spring collections at the Hotel McAlpin to accommodate eastern buyers who were unable to come to California because of wartime travel. These firms include: Leslie Jame, Caspar-Davis, Grace Nugent, Weyman Bros., all of Los Angeles, and Simon Millinery Co., of San Francisco, and others. Weyman Brothers will show in their own offices at 15 West 39th Street and Simon Millinery at 711 Fifth Avenue.	ASSOCIATED APPAREL MANUF'RS (MILLINERY DIV)	HOTEL McALPIN B'WAY & 34TH ST
Wednesday Jan. 3	NO LUNCHEON FASHION SHOW AT HOTEL PIERRE DURING HOLIDAY WEEK. Publicity: Viola Shefer, PL. 3-2117.		
Jan. 3	NO LUNCHEON SHOW AT WALDORF ASTORIA HOTEL DURING HOLIDAY WEEK.		
Wednesday Jan. 3 4:00 P.M. Tea	AFTERNOON TEA FOR FASHION EDITORS "Clothes Are Fun Again" is the title of this interesting presentation by Richard Hudnut. Miss Ann Delafield, director of the Du Barry Success School, will give the story of the launching of a new fashion idea. Especially addressed to fashion editors, but beauty editors are cordially invited. Publicity: Jane Ellis, PL. 3-6930.	RICHARD HUDNUT CO., INC.	DU BARRY SUCCESS SCHOOL 693 FIFTH AVENUE
Wednesday Jan. 3- Jan. 13	EXHIBIT OF PAINTINGS AND DRAWINGS This is the first time that Theresa Steinhardt's work has been shown to the public. Contact: Hope Associates, PL. 5-3100.	THERESA STEINHARDT	MILCH GALLERIES 108 WEST 57TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 8 12:30 P.M. Luncheon	ANNUAL OPEN FORUM LUNCHEON Leo M. Cherne of the Research Institute of America will speak on the subject: "1945--A Year of Management Challenge." He will discuss the hectic post-war readjustment period and the challenging operational problems. For further information, call Edward S. Hoyt, PE. 6-2155.	ASSOCIATION OF BUYING OFFICES, INC.	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Monday Jan. 8 4:00 P.M. Cocktails	SPRING & SUMMER MILLINERY COLLECTION A trade showing of Florence Reichman's exciting Spring and Summer Millinery Collection. Press by invitation. Contact: Marion Hano, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET
Starting Monday Jan. 8	FOURTH NATIONAL PRESS WEEK IN NEW YORK Fashion reporters representing newspapers from all over the country will, for the fourth time, visit the New York Dress Market to see around 15 of the top Spring dress collections. More than 100 fashion reporters have been invited. Charles Gumprecht of Nettie Rosenstein, Inc. is chairman. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK SHOWROOMS
Monday Jan. 8- Jan. 12	STORE MANAGEMENT AND DISPLAY GROUP MEETING Theme of N.R.D.G.A.'s 34th Annual Conference: "55 Million Jobs -- Tomorrow's Economic Goal." Edward N. Allen, N.R.D.G.A. Pres., will address Monday night's opening session. Of special interest to fashion people: a discussion of American versus French fashions at the Ready-to-Wear session on Monday, Jan. 8 at 2:30 P.M. Katherine Vincent, fashion editor, N. Y. Herald-Trib, will comment. Also a panel discussion led by Hal W. Kenastor, Vice-Pres. and General Manager, Oppenheim Collins & Co., and Vice-Chairman, Ready-to-Wear Group. Tuesday, Jan. 9, will be devoted to "Television Operation and Management." Ray Nelson, Vice-Pres. and television director, Charles M. Storm Agency, will discuss "Television - the Largest Department Store Window in History." At 3:00 P.M., Frances Hughes and Geri Trotta of Mademoiselle will disclose Mlle's Television experiences. Open to retailers. Press by invitation. For further information, contact: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Tuesday Jan. 9 8:45 A.M. Breakfast Through 7:30 P.M. Cocktails	SEMI-ANNUAL BRIDAL BUSINESS CLINIC The Winter Bridal Business Clinic opens with a Buffet Breakfast, followed by 10:00 A.M. showing of intimate apparel. From 10:30 A.M. to 12:30 P.M., a round-table discussion by experts. The 1:00 P.M. luncheon will honor outstanding American designers featured in <u>The Bride's Magazine</u> . From 3:00-3:45 P.M., "Floral Fashions for Weddings, Back-grounds and Bouquets"; from 4:00-6:00 P.M., "Improving Your Grooming and Your Job"; from 6:30-7:30 P.M., "Beauty Party By Dermetics." Entire program, \$35.00; luncheon alone, \$5.00. Press by invitation only. Contact: Alexandra Potts, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL CRYSTAL GARDEN
Tuesday Jan. 9 12:15 P.M.	MEMBERS MONTHLY LUNCHEON An interesting discussion, planned by the cosmetic division--Miriam Gibson, Chairman. Subject: "Hair Today--Hair Tomorrow"; speakers: Evelyn Green, (Continued on following page)	THE FASHION GROUP, INC.	BILTMORE HOTEL MADISON AVE. & 43 ST.

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

Beauty Editor, Vogue Magazine, and Arthur (Red) Motley, Publisher, American Magazine. Included: The new things that are happening to hair and a glimpse of what it will mean in appearance, make-up, millinery. Luncheon: \$2.90 including tip. Reservations close Monday, Jan. 8, 5 P.M. Must be paid for if not cancelled by then. Note change in place: Hotel Biltmore. Open to members and guests. Contact: Fashion Group, CI. 7-1734.

Tuesday Jan. 9 1:00 P.M. Luncheon	SPRING HATS AT PRESS PREVIEW "Between Showers" - a showing of Walter Florell's Spring and Summer Millinery for the invited Press. Publicity: Mr. Frederick, PL. 5-0895.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 9 1:00 P.M.	NECKWEAR ACCESSORIES; "WARDROBE WITCHERY"	WOMEN'S SCARF AND NECKWEAR ASSOCIATION	PLAZA HOTEL TERRACE & PERSIAN ROOMS
	The many uses of scarfs will be featured at this luncheon fashion show, as well as new accessories and accessory ensembles. Open to public. Press by invitation only. Publicity: Dora Miller, LO. 3-4285. Plaza Publicity: Byrne Bauer, PL. 3-1740.		
Tuesday Jan. 9 5:00 P.M.- 8:00 P.M.	"YANKY CLOVER" COCKTAIL PARTY	RICHARD HUDNUT & CO:	ST. REGIS HOTEL ROOF
	An exciting surprise is in store for editors. Details later. Open to trade and press by invitation only. Publicity: Nora Gilbert, WA. 9-2300.		
Wednesday Jan. 10 4:00 P.M.- 6:00 P.M.	SHOWING OF SPRING AND SUMMER HATS	MADAME PAULINE	6 EAST 53RD STREET SALON
	A Spring and Summer hat collection to be shown to the invited Press. Publicity: Elizabeth Maher Associates, EL. 5-4248.		
Wednesday Jan. 10 5:00 P.M.- 7:00 P.M. Cocktails	THE BLACK MAGIC OF COAL	BITUMINOUS COAL INST. 60 EAST 42ND STREET	PLAZA HOTEL MIRROR ROOM
	An exhibit of the luxury qualities of coal, showing how colors, fabrics, perfumes, and cosmetics are derived from it. Publicity: Spencer Armstrong, WJ. 2-8673. Plaza Publicity: Byrne Bauer, PL. 3-1740.		
Beginning Wednesday Jan. 10	OPENING OF SUMMER COLLECTIONS	CALIFORNIA SPORTSWEAR GUILD MEMBERS	LOS ANGELES CALIFORNIA
	The following California Sportswear Guild Members will show their summer collections: Louella Ballerino, Agnes Barrett, Inc., Irene M. Bury, Connie Foster, Fay Foster, Murray Goldstein, Hi-Style of California Western Fashions, De De Johnson, Lou Kornhandler, Marjorie's Things, Addie Masters, Morris Nagel-"Versatogs", William Schminke Associates, and Tabak of California.		
Thursday Jan. 11 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY	SALLY VICTOR	18 EAST 53RD STREET
	Sally Victor's ingenious new Spring millinery fashions will be shown to the invited Press. Publicity: Mildred Josephs, PL. 3-7450.		
Thursday Jan. 11 1:00 P.M.	LUNCHEON FASHION SHOW	MARJORIE CASTLE 15 EAST 53RD ST.	HOTEL PLAZA PERSION ROOM
	A showing of Marjorie Castle's Spring and Palm Beach custom-made clothes. Open to public. Press by invitation. Fashion show under direction of Mary Alice Rice, PL. 3-4500.		

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Thursday Jan. 11 7:30 P.M.	11TH ANNUAL FASHION SHOW "Daytime Fashions for Tomorrow" is the theme for the 11th Annual Dinner Dance and Fashion Show sponsored by N.A.H.D.M., emphasizing the necessity for the continuation of styling and designing, despite wartime limitations. Creations for the post-war world will be shown in a setting of post-war living. New fabric designs, synthetics, and other developments in the textile field will be introduced. Fashion show under direction of Bonnie Donahue, consultant for the Harry Conover Agency. Dress buyers and press invited. Admission, \$15. Contact: I. Ginsberg, MU. 4-7534.	NATIONAL ASSN. OF HOUSE DRESS MANUFACTURERS	WALDORF ASTORIA HOTEL GRAND BALLROOM
Friday Jan. 12 5:00 P.M.- 7:00 P.M.	LONG ISLAND OYSTERS & WHITE WINE TASTING Members and their friends will once again enjoy this annual and delectable food party. Contact: Mrs. Jeanne Owen, PL. 3-6545.	WINE & FOOD SOCIETY	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Monday Jan. 15 1:00 P.M.	MILLINERY LUNCHEON FASHION SHOW Early Spring and midseason Millinery in a luncheon fashion show. Open to public. Press by invitation. Luncheon from \$1.85. Fashion Show under direction of Mary Alice Rice, PL. 3-4500.	EMME HATS 21 EAST 56TH ST.	ST. REGIS HOTEL IRIDIUM ROOM
Monday Jan. 15 4:30 P.M. Cocktails	PRESS PREVIEW: COSTUME FLOWERS Costume flowers (1945 blooms) and hair ornaments will be shown to the invited press. Contact: Frances Heineman, WI. 7-0568.	HERMAN PLAUT	43 WEST 36TH STREET
Jan. 15	SPRING MILLINERY MARKET WEEK IN NEW YORK.		
Week of Jan. 15	16TH ANNUAL CAMP SUPPORTS COURSE Lectures and demonstrations on live models for costieres, buyers, dealers and personnel of department stores handling Camp Garments, to perfect their skill in fitting Camp merchandise to the human anatomy. Instruction by registered nurses. Movies and discussion included. Enrollment no later than January 8. Press invited. Publicity: Frank H. Kaufman, CH. 4-5798.	S. H. CAMP COMPANY 200 MADISON AVE.	McALPIN HOTEL BROADWAY AT 34TH ST.
Monday Jan. 15	"FORWARD PLANNING" IN FEBRUARY ISSUE An interesting report and clinical outline of the forthcoming problems facing the fashion merchandising and retailing industry, to obviate confused thinking about post-war problems. Issue sent only to regular subscribers. Contact: Samuel Cook Singer, WI. 7-2790.	THE WOMEN'S REPORTER	EMPIRE STATE BUILDING 350 FIFTH AVENUE
Monday Jan. 15	SPRING MARKET WEEK Newly released Spring lines in corsets will be on display for buyers and the trade, in the various New York showrooms. Many of the latest developments in the cotton fabric and elastic markets will be shown. Note: Spring's 1945 opening is seven weeks later than the opening of the 1944 Spring season. Press by invitation. Contact: Donald Tyndale, LE. 2-2000.	CORSET AND BRASSIERE ASSOCIATION OF AMERICA	CORSET AND BRASSIERE MARKET, N.Y. SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 16 10:00 A.M. Breakfast	FIRST NEW YORK SHOWING OF HOPE SKILLMAN COTTONS Lord & Taylor presents "Cotton From Tip To Toe" - first New York showing of Hope Skillman's cottons in fashions by our foremost designers. Attendance strictly by invitation. Lord & Taylor Publicity: Alice Johnston WI. 7-3300. Hope Skillman Publicity: Rosemary Sheehan, CI. 7-8060.	LORD & TAYLOR	HAMPSHIRE HOUSE COTTAGE (150 CENTRAL PARK SO.)
Tuesday Jan. 16 7:00 P.M.	SPRING HAT FASHION SHOW AND DINNER A showing of new Spring Hat Fashion Trends from 49 exhibitors will follow dinner. Tickets: \$15.00, including tax; show only, \$8.50. Open to members. Fashion press by invitation. Publicity: Seymour Mittelmark, CH. 4-6547. The following firms will be represented in the fashion show:	MILLINERY STABILIZATION COMMISSION, INC.	WALDORF ASTORIA HOTEL GRAND BALLROOM
	<u>Uptown Milliners</u> Anita Andra Braagaard Hattie Carnegie Lilly Dache Peg Fischer Walter Florell Helene Garnell Gladys & Belle John-Frederics Laddie Northridge Edward Paine Mme. Pauline Florence Reichman Mme. Reine Sally Victor	<u>Guild Members</u> Bernice Charles Germaine Montabert Harryson Hats G. Howard Hodge Jeanne Tete Edgar J. Lorie Milgrim Hats Vogue Hats-- Garfunkel Makers	<u>Popular Price Makers</u> Alba Hat Co. Alfreda Brandt Millinery Co. Joe Cohn Hats Croyden Hats Abe DelMonte Co. Elizabeth Hat Co. Oscar Friedman Harry Furst B. J. Goldenberg Goldston-Weber Greenstein & Flaum Luxor Hat Co. Walter K. Marks Millinery Fashion Creators Frances & Walter Nelkin Parfait Hats David Rothman Morris Schachter Schoen Hats Schwartz & Rosenfeld Woodmere Hat Co. Bernard Workman
		<u>Teen-Age Makers</u> Bertlyn Corp. Greenberg Fisch Hat Corp. Ann Koppelman Leighton Hats Playtoppers Radcliffe Fashions	
Tuesday Jan. 16 9:00 A.M.	BREAKFAST AND MILLINERY CLINIC Details next week. Publicity: Charles Steinecke, Jr., LE. 2-8415.	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday Jan. 17 10:00 A.M.	PRESS SHOWING; RESORT AND SPRING HATS Braagaard's creative talent will be illustrated in his new Spring and Summer hat collection. Press by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	BRAAGAARD	17 WEST 57TH STREET SALON
Wednesday Jan. 17 Through Jan. 19	18TH ANNUAL MERCHANDISE CONVENTION A huge, 60-booth exposition of merchandise. Further details later. Publicity: Herbert Matter, BA. 7-0790.	WHOLESALE DRY GOODS INSTITUTE	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 18 12:30 P.M. Luncheon	JUNIOR FASHIONS AT LUNCHEON "A Midsummer Knight's Dream" fashion show will dramatize Jonathan Logan's glamorous clothes for the junior crowd. This will be the debut of Dorris Varnum, young New York designer, formerly of California. Press strictly by invitation. Publicity: Billie Gould, MU. 4-4322.	JONATHAN LOGAN 1375 BROADWAY	WALDORF ASTORIA HOTEL WEDGWOOD ROOM
Friday Jan. 19 5:00 P.M.- 8:00 P.M.	FORMAL INTRODUCTION AT COCKTAIL PARTY A formal introduction of the staff of the new teen-age magazine, "Miss America" -- to advertisers, manufacturers, retailers, etc. By invitation only. Publicity: Jacqueline Podeyn, BR. 9-5965.	MISS AMERICA MAGAZINE 350 FIFTH AVENUE	ST. REGIS HOTEL PENTHOUSE
Friday Jan. 19	"YOU BRING IT, WE STYLE IT" FASHION SHOW A novel fashion show will feature young matrons and debutantes of this season and former years modeling clothes of their friends. Several society women have donated gowns and other wearing apparel from their personal wardrobes to the committee headed by wives of high-ranking officers in the armed forces. The clothes will be sold later to raise money for the Committee. Publicity: Mrs. David Bandler, WI. 2-9000.	CITIZENS COMMITTEE FOR ARMY AND NAVY	OFFICERS AT HOME CLUB 28 EAST 36TH STREET
Monday Jan. 22- Jan. 27 9:00 A.M.- 5:30 P.M.	SEMI-ANNUAL FURNITURE MARKET WEEK The 54th Year for the Semi-Annual Market Week. Post-war plans and developments for furniture, and discussions of present mfg. and distributing problems. Press by invitation only. Publicity: L. C. Schneider, CA. 5-1160.	NEW YORK FURNITURE EXCHANGE	206 LEXINGTON AVENUE
Monday Jan. 22-26	DALLAS SPRING MARKET WEEK	DALLAS MFRS. & WHOLE- SALEERS ASSOCIATION	DALLAS, TEXAS
Tuesday Jan. 23 3:00 P.M.	SPRING MILLINERY PRESENTATION Preview of Madame Germaine Vittu's Spring hat creations. Commentator: Madame Paule Madoc. By invitation only. Publ.: Anna T. Moore, ST. 9-6000.	MADAME GERMAINE VITTU	509 MADISON AVENUE SALON
Tuesday Jan. 23 7:00 P.M.	REFUGEE FUND DIS- TRIBUTION DINNER The first Refugee Relief Fund distribution dinner since Pearl Harbor. Apparel, retail, textile fields will be represented. Tickets: \$10. Open to trade and guests. Reservations: Nat'l Coat & Suit Industry Recovery Board, 450 7th Ave., PE. 6-8204. Contact: D. W. Barkin, LA. 4-9340.	COAT & SUIT INDUSTRY OF NEW YORK	WALDORF ASTORIA HOTEL GRAND BALLROOM
Wednesday Jan. 24 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON A showing of all types of new Spring suits, from those for tailored daytime wear to a variety of glamorous cocktail costumes. Press by invitation only. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS FIFTH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Friday Jan. 26 9:00 P.M.	POLKA MILITARY BALL The 12th Annual Benefit Ball will feature Polish decorations, Polish dances, and a pageant with 100 people in ancient Polish costumes. Net proceeds will purchase books for the Polish medical faculty at the University of Edinburgh. Arrangements under direction of Dr. Henry Nobel McCracken, Pres.; and Prof. Stephen P. Mizwa, Exec. Dir. Admission, \$5. incl. tax. Open to public. Publicity: Charles C. Martel, RE. 7-4632.	KOSCIUSZKO FOUNDATION 149 EAST 67TH STREET	WALDORF ASTORIA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 29 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Marjorie Castle's Palm Beach custom-made clothes for day and evening will be shown. Press by invitation. Open to public. Fashion Show under direction of Mary Alice Rice, PL. 3-4500.	MARJORIE CASTLE 15 EAST 53RD ST.	ST. REGIS HOTEL IRIDIUM ROOM
Monday Jan. 29- Feb. 10	EXHIBITS OF SPRING AND SUMMER LINES More than 200 manufacturers and wholesalers of dresses, coats, and suits, sportswear, wash dresses, millinery, infants' and children's wear, furs and accessories, will participate in this Chicago Spring & Summer opening.	CHICAGO FASHION INDUSTRIES GROUP	STEVENS HOTEL CHICAGO, ILLINOIS
Tuesday Jan. 30 4:30 P.M. Cocktails	PRESENTATION: SPRING AND SUMMER FABRICS The invited press and retail piece goods buyers will view the latest Spring and Summer fabrics in Foreman's introduction of their new promotion for next year. <u>Attendance by invitation only.</u> Publicity: Adele Benjamin, PE. 6-7042.	FOREMAN FABRICS CORP.	PLAZA HOTEL GRAND BALLROOM
Tuesday Jan. 30 9:30 P.M.	PRESIDENT'S BIRTH- DAY PARTY This year's President's Birthday Party will feature a George M. Cohan Revue, with Radio City Music Hall talent. Name bands will perform. General admission: \$10.00 for dance and show. Contact: Edward C. Dowden, Jr., Director of President's Birthday Party, PL. 8-0535.	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM
Wednesday Jan. 31 4:00 P.M. Cocktails Or Tea	PRESS SHOWING OF EASTER FASHIONS Jane Engel's Easter Parade of Fashions, starting with size 4, will be shown to the invited press. "With Easter on April 1st this year," says Jane Engel, "it is not too early to start thinking of Easter outfits for the entire family." Tea or cocktails will be served. Press <u>strictly</u> by invitation. Publicity: Herbert Bijur, RH. 4-0300.	JANE ENGEL 1025 MADISON AVE.	LONGCHAMPS MADISON AVE. & 79 ST.
Late In January	NEW BOOK: "CALIFORNIA FASHION EXPLORERS" The members of the Fashion Group of Los Angeles have written a new book, "California Fashion Explorers," which gives the background that brings about such individuality in California fashion designing. Only 5,000 copies available at first printing. Price, \$1.00. Contact: Isabelle Sheldon, Mademoiselle, Los Angeles, California.	FASHION GROUP OF LOS ANGELES	WARD RITCHIE PRESS LOS ANGELES, CALIF.
Beginning Week of Feb. 5	SUMMER COLLECTIONS OF FASHION ORIGINATORS Only one line for Summer will be shown. Second collections will be eliminated. Large numbers of buyers from all over the country will be in New York for the FOGA openings. Contact: Leonard Gendler, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)	NEW YORK CITY SHOWROOMS
Beginning Monday Feb. 5	OPENING OF SUMMER LINES The week's showings will emphasize that the summer season has become established as a major period of garment creation and production. Only one collection will be shown for the season. Sportswear Guild members include: ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN Contact: Bert Reinitz, LA. 4-5970.	THE SPORTSWEAR GUILD KANE-WEILL MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN	NEW YORK CITY SHOWROOMS ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 5- Feb. 9	TRADE SHOWING OF NOTIONS Seventh annual notions showing for trade by invitation <u>only</u> . Publicity: George English, PE. 6-5000.	NAT'L NOTION ASS'N AND OTHERS	HOTEL PENNSYLVANIA 7TH AVENUE & 33RD ST.
Feb. 12	LINCOLN'S BIRTHDAY (Monday)		
Feb. 14	VALENTINE'S DAY (Wednesday)		
Wednesday Feb. 14 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY Showing of Bendel custom-made hats to the invited press. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET SALON
Week Of Feb. 17- Feb. 24	ANNUAL NATIONAL SEW AND SAVE WEEK The seventh annual "National Sew and Save Week", the No. 1 home-sewing promotion of the year, will feature a three-way promotional campaign; "Make Your Own Clothes"; "Buy War Bonds with the Money You Save"; "Sew For the Red Cross". Stores again highlight their fabric, pattern & notion depart- ments. War bonds will be the prizes in this year's window display contest. About 30,000 stores will cooperate in the event. Display and other promo- tional material available to stores. Publicity: Herbert Osmer, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	385 FIFTH AVENUE NEW YORK CITY
Monday Feb. 19 10:30 A.M.	PRESS PREVIEW OF SPRING FASHIONS Bloomingdale's annual Spring Fashion Revue will be presented to the invited press. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON AVE. AT 59 ST.	GREEN ROOM 3RD FLOOR
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Thursday)		
Monday Feb. 26 10:30 A.M.	ANNUAL SPRING CUSTOM ORDER COLLECTION Milgrim's is one of the earliest among the "big 6" to show its custom-order Spring collection. Opening dates of the other leading custom-order fashion Salons will be announced as they appear. Press by invitation <u>only</u> . Publicity: Ruth Waltz, CI. 7-7200.	MILGRIM'S	6 WEST 57TH STREET SALON
Monday Feb. 26 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON Gay Spring millinery will be shown during luncheon. Open to public. Press by invitation. Publicity: Agnes Crotty, WI. 7-9600.	FRANKLIN SIMON & CO. 414 FIFTH AVENUE	ST+ REGIS HOTEL IRIDIUM ROOM
Wednesday Feb. 28 1:00 P.M.	SPRING FASHION SHOW New Spring fashions will be shown at luncheon. Press by invitation. Open to the public. Publicity: Gerry Morgan, CA. 5-2300.	ARNOLD CONSTABLE 5TH AVE. AT 40TH ST.	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Feb. 28 2:30 P.M.	PREVIEW OF SPRING FASHIONS A showing of Saks custom-made costumes, designed by Sophie. Press strictly by invitation. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE 611 FIFTH AVENUE	SALON MODERNE 3RD FLOOR
Thursday Mar. 1 2:30 P.M.	PRESS PREVIEW: SPRING CUSTOM-MADE COLLECTION This is the annual Spring collection of Jay Thorpe originals. Press by in- vitation <u>only</u> . Publicity: Murrow McCurnin, CI. 7-4300.	JAY THORPE	24 WEST 57TH STREET SALON

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

- Friday
Dec. 29 PREMIERE: "EXPERIMENT PERILOUS" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
An RKO Radio Picture, starring Hedy Lamarr, George Brent, and Paul Lukas,
this suspense movie is based on a novel by Margaret Carpenter. Gowns for
Hedy Lamarr by Leah Rhodes. Other gowns by Edward Stevenson. Publicity:
Rutgers Neilson, CO. 5-6500.
- Friday
Dec. 29 PREMIERE: "THE KEYS OF THE KINGDOM" (Movie) RIVOLI THEATRE, 1620 BROADWAY
A 20th Century Fox dramatization of A. J. Cronin's great novel starring
Gregory Peck, Sir Cedric Hardwicke, and others. Costumes: Bonnie Cashin.
Publicity: Jeannette Sawyer, CI. 6-0950.
- Sunday
Dec. 31 METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH STREET
Highlight of New Year's week will be Puccini's LA BOHEME, presented on
New Year's Eve. The cast includes: Nino Martini, George Cehanovsky,
Salvatore Baccaloni, Licia Albanese, and others. Publicity: Margaret
Carson, MU. 2-2055.
- Tuesday
Jan. 9 DRAPER-ADLER CONCERT, BROOKLYN ACADEMY OF MUSIC, 30 LAFAYETTE AVE., BKLYN.
The great team of Paul Draper, dancer, and Larry Adler, virtuoso of the
harmonica. Contact: ST. 3-6700.
- Friday
Jan. 12-
Feb. 3 OPENING: "LA VIE PARISIENNE", CITY CENTER, 131 WEST 55TH STREET
The New Opera Company production of Jacques Offenbach's operetta, under
the direction of Ralph Herbert. An American adaptation recapturing the
gay spirit of Americans in Paris during the period of the Second Empire.
The leading feminine roles will be sung by Marion Carter, Lorraine
Tommereson, and Frances Watkins. Matinees will be given on Saturday and
Sunday, and Monday performances will be omitted.
- Saturday
Jan. 13 NEW YORK PHILHARMONIC-SYMPHONY; CARNEGIE HALL, 7TH AVENUE AT 57TH STREET
Arturo Toscanini will conduct. Contact: CI. 7-7460.
- Monday
Jan. 15 CONCERT: NEW YORK CITY SYMPHONY, CITY CENTER, 131 WEST 55TH STREET
Leopold Stokowski will conduct the New York City Symphony in a new winter
series of concerts. The series will include six pairs of Monday evening
and Tuesday 6 o'clock symphonies to be held January 15-16; January 29-30;
February 12-13; February 26-27; March 12-13; March 19-20. The new series
will feature important new works by contemporary composers along with the
great masterpieces. Publicity: Jean Dalrymple, MU. 5-3114.
- Beginning
Wednesday
Jan. 17 PERSONAL APPEARANCE: SONJA HENIE, MADISON SQUARE GARDEN, 307 WEST 49TH ST.
Sonja Henie will appear in person with a company of 200 in her 1945 Holly-
wood Ice Revue on January 17-25, January 30-February 1, and February 4
(matinee only)-February 8. Madison Square Garden Publicity: Lillian
Jenkins, CO. 5-6800.
- Wednesday
Jan. 24 LECTURE: DOROTHY THOMPSON, TOWN HALL, 123 WEST 43RD STREET
"This Changing World" will be Dorothy Thompson's subject. Contact:
WI. 7-5800.
- Monday
Feb. 19 NBC SYMPHONY ORCHESTRA, CARNEGIE HALL, 7TH AVENUE AT 57TH STREET
Arturo Toscanini will conduct the NBC Symphony Orchestra in a concert to
aid the National Foundation for Infantile Paralysis. Vladimir Horowitz,
Mr. Toscanini's son-in-law, will play Beethoven's Fifth piano concerto in
E-flat major (the Emperor Concerto). Contact: CI. 7-7460.